



Public Information and Education Analyst, Lead

General Information

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| Classification Code: | MGTANL |
| Effective Date: | July 7, 2022 |
| Pay Grade: | C43 |
| FLSA Status: | Exempt |

Position Summary

Plans, develops, implements, and manages public information dissemination and community outreach efforts to keep internal and external audiences informed about the City's programs, services, projects, and accomplishments. Promotes and engages audiences with services and programs through speeches, presentations, newsletters, websites, social media, special events, tours, exhibits, videos, and other methods. Establishes and maintains positive relationships with print and electronic media agencies, community leaders, elected officials, staff members and other stakeholders. Leads work of staff performing the same or similar job duties.

Classification Characteristics

This is the advanced/lead level of the three professional levels in the Management Analyst series. Employees at this level have extensive professional experience in the assigned program area and exercise considerable independent judgement in planning and directing program activities.

This classification is distinguished from the journey level by the level of complexity, accountability, sensitivity, and decision making involved and the focus upon complex program management. Duties require the application of advanced professional principles and practices in the assigned program area with general guidance provided by the supervisor. Employees at this level identify and recommend solutions to major organizational problems and recommend alternatives to organizational policies and may include supervision of lower-level support staff.

Lead position performs duties of Public Information and Education Analyst II and provides training, guidance, and technical and functional direction to lower-level staff, but exercises no direct supervision of staff. Position is responsible for the development and implementation of the Metropolitan Wastewater Management Commission communications plan.

Essential Duties

The duties listed below are a typical sample; position assignments may vary.

- 1 Acts as lead for lower-level staff. Gives direction to employees, trains in new or revised procedures, explains how specific projects are to be accomplished. Produces or approves specifications, guides, lists or directions, checks on deadlines, assists with prioritizing, and checks accuracy. May assign projects, monitor progress, and review results.
- 2 Plans, prepares, organizes, facilitates, and delivers communication programs and projects including annual and special events, meetings, community forums, conferences, workshops, projects, exhibits, trainings, and other activities involving various community groups and City staff. This may include developing an overall communication template to address audience engagement tactics, timelines, needed resources, education curriculums, volunteer staffing, and required permits.

| Essential Duties | |
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| 3 | Writes and edits internal and external communication materials appropriate for a wide variety of subjects and audiences in an engaging, concise, accurate and appropriate tone for the organization/audience. Creates, or assists with creation of brochures, posters, flyers, advertisements. and other informational and promotional materials. |
| 4 | Develops written and visual content for websites and social media pages. Collaborates and sets standards for web content with department contacts. Manages and cultivates the City's audience on social media platforms; develops social media content in coordination with other departments. |
| 5 | Coordinates press releases/media advisories and communications. Conducts research for accurate information and to identify issues when preparing communications. Writes and edits copy for press releases, feature articles, public service announcements and promotional materials following branding rules and guidelines. |
| 6 | Support and coordinate public involvement or media issues of mutual interest with other jurisdictions. |
| 7 | Develops public education and information materials, presentations and displays including contributing to newsletters, media/new media outreach and website content. Provides public outreach for departments including surveys and polls to identify needs and opinions, citizen engagement and education activities. |
| 8 | Participate in contracting process including writing scope of work, scoring, and selecting vendor. Manage contracts by tracking timelines, monitoring consultants, identifying gaps in deliverables, reviewing final report for completeness. |
| 9 | Performs other duties of a similar nature or level. |

| Functional Specific Responsibilities |
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| N/A |

| Qualifications |
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| Minimum Qualifications: <ul style="list-style-type: none"> • Bachelor's degree and 5 years of relevant professional experience or an equivalent combination of education and experience including at least one year of lead or supervisory experience or an equivalent combination of education and experience to successfully perform the job. • Specialized knowledge specific to area of assignment may be required. |
| Licensing/Certifications: <ul style="list-style-type: none"> • Based upon assignment specified certifications may be required • A Master's Degree may be required if candidate does not have minimum journey level experience. • Valid Oregon driver's license at time of appointment |
| Technology Skills: <ul style="list-style-type: none"> • Document management software – SharePoint; LaserFiche • Electronic mail software - Microsoft Outlook; Constant Contact • Internet browser software - Microsoft Edge; Google Chrome • Office suite software - Microsoft Office • Presentation software - Microsoft PowerPoint • Spreadsheet software - Microsoft Excel • Word processing software -Microsoft Word • Production software - Adobe Creative Suite including InDesign, Photoshop, Illustrator, Premiere Pro, etc. • Social Media Platforms– Twitter; Instagram; LinkedIn; Facebook; YouTube |

| Qualifications |
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| <ul style="list-style-type: none"> • Web page creation, editing and analytics software – Content management systems, including WordPress and Google Analytics • Interoffice Communication software – Microsoft Teams; Zoom |
| <p>Knowledge Required:</p> <ul style="list-style-type: none"> • Communications and Media - Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media. • English Language - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar. Ability to write according to a style guide, including knowledge of AP Style. • Sales and Marketing – Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems. • Customer and Personal Service – Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction. • Clerical – Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology. • Administration and Management – Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources. |
| <p>Skills Required:</p> <ul style="list-style-type: none"> • Management of Personnel Resources – Motivating, developing, and directing people as they work, identifying the best people for the job. • Negotiation – Bringing others together and trying to reconcile differences. • Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times. • Speaking – Talking to others to convey information effectively. • Coordination – Adjusting actions in relation to others’ actions. • Social Perceptiveness – Being aware of others’ reactions and understanding why they react as they do. • Time Management – Managing one’s own time and the time of others. • Project Management – Ability to manage all aspects of a project from start to finish. • Writing - Communicating effectively in writing as appropriate for the needs of the audience. • Critical Thinking - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. • Reading Comprehension - Understanding written sentences and paragraphs in work related documents. • Active Learning - Understanding the implications of new information for both current and future problem-solving and decision-making. • Service Orientation - Actively looking for ways to help people. • Sales and Marketing - Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems. |
| <p>Abilities:</p> <ul style="list-style-type: none"> • Oral Comprehension - The ability to listen to and understand information and ideas presented through spoken words and sentences. • Oral Expression - The ability to communicate information and ideas in speaking so others will understand. • Speech Clarity - The ability to speak clearly so others can understand you. |

Qualifications

- **Written Expression** - The ability to communicate information and ideas in writing so others will understand.
- **Speech Recognition** - The ability to identify and understand the speech of another person.
- **Written Comprehension** - The ability to read and understand information and ideas presented in writing.
- **Deductive Reasoning** - The ability to apply general rules to specific problems to produce answers that make sense.
- **Near Vision** - The ability to see details at close range (within a few feet of the observer).
- **Problem Sensitivity** - The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- **Inductive Reasoning** - The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- **Fluency of Ideas** - The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
- **Originality** - The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- **Information Ordering** - The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
- **Selective Attention** - The ability to concentrate on a task over a period of time without being distracted.
- **Category Flexibility** - The ability to generate or use different sets of rules for combining or grouping things in different ways.
- **Learning Strategies** - Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
- **Management of Financial Resources** - Determining how money will be spent to get the work done, and accounting for these expenditures.

Physical Requirements

| Key | None 0% (0 hrs.) | Seldom 1-10% (Up to 1 hrs.) | Occasionally 11-35% (Up to 3 hrs.) | Frequently 36-75% (3-6 hrs.) | Continuous 76-100% (6+ hrs./day) |
|------------------------------|------------------------|-----------------------------------|--|------------------------------------|--|
| | 0% | 1-10% | 11-35% | 36-75% | 76-100% |
| BODY POSITIONS | | | | | |
| Standing | | | | X | |
| Sitting | | | | | X |
| Walking – Even Surface | | X | | | |
| Walking – Uneven Surface | | X | | | |
| Kneeling | X | | | | |
| MOVEMENTS | | | | | |
| Bending/Stooping | | X | | | |
| Twisting | | X | | | |
| Crawling | X | | | | |
| Squatting/Crouching | X | | | | |
| Balancing | X | | | | |
| Reach – Overhead | X | | | | |
| Reach – Forward | | X | | | |
| PUSH/PULL | | | | | |
| 0-10 lbs. | | | | X | |
| 11-20 lbs. | | X | | | |
| 21-50 lbs. | X | | | | |
| 51-75 lbs. | X | | | | |
| 76-100 lbs. | X | | | | |
| ENVIRONMENTAL HAZARDS | | | | | |
| Indoors | | | | | X |
| Outdoors | | X | | | |
| Dust | X | | | | |
| Fumes/Odors/Gasses | X | | | | |
| Chemical Agents | X | | | | |
| Biological Agents | X | | | | |
| Noise – Low | | X | | | |

| Physical Requirements | | | | | | | | | | | |
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| Reach – Backward | X | | | | | Noise – Moderate | X | | | | |
| Climbing – stairs | X | | | | | Noise – High | X | | | | |
| Climbing - ladder | X | | | | | Low Light | X | | | | |
| USE OF HANDS | | | | | | Heat | X | | | | |
| Grasping – whole hand | | X | | | | Cold | X | | | | |
| Grasping – pinch grip | | | X | | | Restricted workspace | X | | | | |
| Fine manipulation/feeling | | | X | | | Vibration – whole body | X | | | | |
| Keyboarding | | | | X | | Vibration - extremity | X | | | | |
| LIFT/CARRY | | | | | | JOB SPECIFIC | | | | | |
| 0-10 lbs. | | | X | | | Driving – vehicle/equipment | X | | | | |
| 11-20 lbs. | | X | | | | Operate foot controls | | | | X | |
| 21-50 lbs. | X | | | | | Seeing | | | X | | |
| 51-75 lbs. | X | | | | | Talking | | | X | | |
| 76-100 lbs. | X | | | | | Hearing | | X | | | |
| | | | | | | Extended work hours | X | | | | |

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| Classification History |
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2012.01 Created

2019.07 – Revisions by HR

2022.07 – Revisions and reformatted by HR

I have reviewed the job description.

Employee: Name_____ **Signature**_____ **Date**_____